

SURVEY RESULT

Exhibition: SPACE-2011, Rennes- France (13.–16. September 2011)

Evaluation of Questionnaire

Participants / Survey		28
Evaluation result:	(Average of all answers)	Ø
Number of visitors:	(from 10 – 50)	33,2
Quality of visitors:	(from 10 – 50)	35,0
Price-performance-ratio of the exhibition	(from 10 – 50)	30,7
Organization of the Exhibition:	(from 10 – 50)	35,6
Performance of the total infrastructure	(from 10 – 50)	29,6
Will your company participate on the next exhibition here? (2012)	Votes: No 12 Open decision 5 Yes 9	32,3

The average of all votes totally [form-average = 30] **32,7**
 (including the vote for the participation in 2013).
 [Last year: 36,8]

Do you prefer a 2-year-rhythm for this fair?	Yes	92,6 %
	No	7,4 %
	Don't know	0,0 %

Please see details under Evaluation Scheme (II),
 Evaluation Scheme (III),
 Evaluation Scheme (IV) and
 Comment collection, Scheme (V).

Vechta, 17 October 2011



Klaus Fahlbusch / Director

EXHIBITION: **SPACE-2011, Rennes–France** (13.–16.09.2011)

Score System:

Evaluation Scheme II

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions.
The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the weight of each vote.**

Number of visitors	extremely high				extremely low
	(50)	(40)	(30)	(20)	(10)
Quality of visitors	excellent				very bad
	(50)	(40)	(30)	(20)	(10)
Price-performance-ratio of the fair	excellent				very bad
	(50)	(40)	(30)	(20)	(10)
Organization of the trade fair	perfect				very bad
	(50)	(40)	(30)	(20)	(10)
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect				very bad
	(50)	(40)	(30)	(20)	(10)
Will you participate on the next exhibition here? [= 2012]	No		don't know		Yes
	(50)		(30)		(10)
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes		Don't know		No
	(1=1)		(1=1)		(1=1)

Best rating (all: 50) = **300**

Average rating (all: 30) = **180**

Worst rating (all: 10) = **60**

RATING AVERAGE: 50 Ø 30 Ø 10 Ø

EXHIBITION: **SPACE-2011, Rennes–France** (13.–16.09.2011)

Score System:

Evaluation Scheme III

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions.
The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the position of the majority of all votes.**

Number of visitors	<div>extremely high</div> <div>33,2↓</div> <div>extremely low</div> <div>50 40 30 20 10</div>
Quality of visitors	<div>excellent</div> <div>↓35,0</div> <div>very bad</div> <div>50 40 30 20 10</div>
Price-performance-ratio of the fair	<div>excellent</div> <div>↓30,7</div> <div>very bad</div> <div>50 40 30 20 10</div>
Organization of the trade fair	<div>perfect</div> <div>↓35,6</div> <div>very bad</div> <div>50 40 30 20 10</div>
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	<div>perfect</div> <div>↓29,6</div> <div>very bad</div> <div>50 40 30 20 10</div>
Will you participate on the next exhibition here? [= 2012]	<div>No</div> <div>32,3↓</div> <div>Don't know</div> <div>Yes</div> <div>50 30 10</div>
Additional vote: Do you prefer a 2-year-rhythm of this fair?	<div>Yes</div> <div>92,6 %</div> <div>Don't know</div> <div>0,0 %</div> <div>No</div> <div>7,4 %</div>



The average of all votes totally
(including the vote for the next participation)

32,7

EXHIBITION: **SPACE-2011, Rennes–France** (13.–16.09.2011)

Score System: **Evaluation Scheme IV**

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions.
The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the number of votes in each category.**

Number of visitors	extremely high 50 40 30 20 10 15 8 4 1
Quality of visitors	excellent 50 40 30 20 10 1 14 11 2
Price-performance-ratio of the fair	excellent 50 40 30 20 10 7 16 5
Organization of the trade fair (27 votes only)	perfect 50 40 30 20 10 1 15 9 2
(27 votes only) Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect 50 40 30 20 10 8 11 7 1
Will you participate on the next exhibition here? [=2012] (26 votes only)	No Don't know Yes 50 30 10 12 5 9
Additional vote: Do you prefer a 2-year-rhythm of this fair? (27 votes only)	Yes Don't know No 25 0 2

If there are any questions regarding the survey and its evaluation,
please contact us.

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EXHIBITION: **SPACE-2011, Rennes–France** (13.–16.09.2011)

Free Comments: **Evaluation Scheme V**

Preliminary Notes.

- a) Texts in round clamps (xyz) are added or translated by me. (Klaus Fahlbusch).
- b) We asked not only ShowCo members for their evaluation. (6 of 28).
- c) 4 of 9 “Yes”-Answers regarding participation at the next show are from non-members.
- d) 5 of 15 comments are from non-members.
- e) All results of earlier surveys you can find in the Member Area of our website.
To open the Member Area you need your individual password.

Survey-participants comments.

- 1) It is a typical local fair, not at an international level. We only have customers from Magrehb and French speaking countries.
- 2) ShowCo could make the fair more international every other year.
- 3) (The) show is of interest and important for us. However we stick together and that is why we not exhibit next year. Unless ShowCo (do not) change the policy for this show.
- 4) Hotels: There are too few rooms available.
Traffic is terrible and costs too much time to reach the show.
The temperature in the halls is not controlled. [too hot].
- 5) (Our) opinion...is, Rennes in 2012 in “low profile” and in 2013 “fully fledged” be the right way, to arrive at a biennial show starting from 2014.
(It) would be better to reduce the duration of the exhibition. Three days would be enough.
- 6) Too many exhibitors and too many visitors [over 100.000] for Rennes infrastructures during one week. The facilities are not enough for a good quality show. So to have a 2-year-rhythm show would be a good solution, if the organizer divides the groups or sectors (of) the show in two different ones.
It means if (for instance) poultry is in 2013, poultry sector will not attend the show until 2015. During 2014 the SPACE show should be for other fields [machinery, feed, etc.].
- 7) We exhibit at the SPACE show through an agent. Therefore we were not directly involved in the price-performance-ratio.
- 8) (Deficit: No free WLAN access. Our daughter will participate next year.)
- 9) After 2012 we are willing to go with a 2-year rhythm.

- 10) (We) participated for the first time in SPACE (Pig hall). The result was very positive and we got very good introduction at the French market.
- 11) (The answers to the Survey), with the exception of the last question regarding 2-year-rhythm, comes thru our French distributor mainly.
- 12) We do not participate directly. Our distributor for France and Magrehb is participating. Although the organizers are positioning this show as an international show, it is still a show of French speaking countries only. The focus is too broad to make it an interesting show, but we just need to be there for our customers.
- 13) (We intend to participate in 2012 and 2013. Thereafter we can well imagine, to follow the 2-years-rhythm.)
- 14) (Our company) is represented in France by a number of dealers. We *visit* the show every to visit, support and back-up our dealers. It is not relevant for us to exhibit ourselves on the show. I have however asked our dealers what they would prefer and they also would prefer a 2-year-rhythm of the show. But only in case the whole show is every 2 years. Not, as also discussed, one year poultry and for example the other year the rest. In that case they prefer to come every year, as they are practically active in all fields.
- 15) This is a national show in which we mostly meet farmers = end users. This is the main annual event where this occurs and we are very pleased to receive response from our actual customers. Therefore we will participate every year in this show.